



Management Summary

Highlights of the Overall Ratings (cont):

- For all the individual components of the Happy Customer Index (Overall Satisfaction, Likelihood To Recommend and Likelihood To Choose Card Again), AT&T achieves significantly higher satisfaction ratings than both Sprint and MCI
- For Overall Satisfaction, about two-thirds of both Sprint and MCI customers are very satisfied. Over 80% are very satisfied with AT&T
- About half of Sprint and MCI customers would recommend their cards to others. Two-thirds of AT&T customers would recommend their cards
- While two-thirds of AT&T's customers would choose their cards again, only one-third of Business and about half of Residential customers would choose their FONCARD or MCI card again



Management Summary

Highlights of the Open Ends are:

- More comments were made about "Ease Of Use" - both positive and negative - than any other category. The advantage for "Ease Of Use" goes to AT&T
- By far, the most frequently mentioned complaint about both Sprint and MCI related to the "Number Of Digits To Dial" (especially among Business customers). AT&T received relatively few negative comments in this area
- "Ease Of Access" was a specific topic which drew a large number of comments, both positive and negative. AT&T also has an edge in this area since it received more positive comments than negatives, while Sprint and MCI received as many negative comments as positives



Management Summary

Highlights of the Characteristic Ratings are:

Importance

- There are certain characteristics important to both the Business and Residential markets. These characteristics fall into the area of "Ease of Use". Note that "Ease Of Use" was also mentioned as the chief area of volunteered comments in the open-end Likes/ Dislikes section of this report
- Customers (both Business and Residential) want to easily access the LD network. They also want to be able to easily use the card from any phone and have fewer digits to dial



Management Summary

Highlights of the Characteristic Ratings (cont):

Business Performance Ratings

- AT&T is the top-rated card among Business users on all characteristics except one, and the advantage over Sprint and MCI is generally fairly sizeable. There are two particular areas where AT&T's advantage is greatest:
 - Requires Fewer Digits To Dial
This is a key point because this is the most important characteristic to Business users
 - All characteristic relating to international calls



*FONCARD Tracking Program
Benchmark Wave*

Management Summary

Highlights of the **Characteristic Ratings** (cont):

Residential Performance Ratings

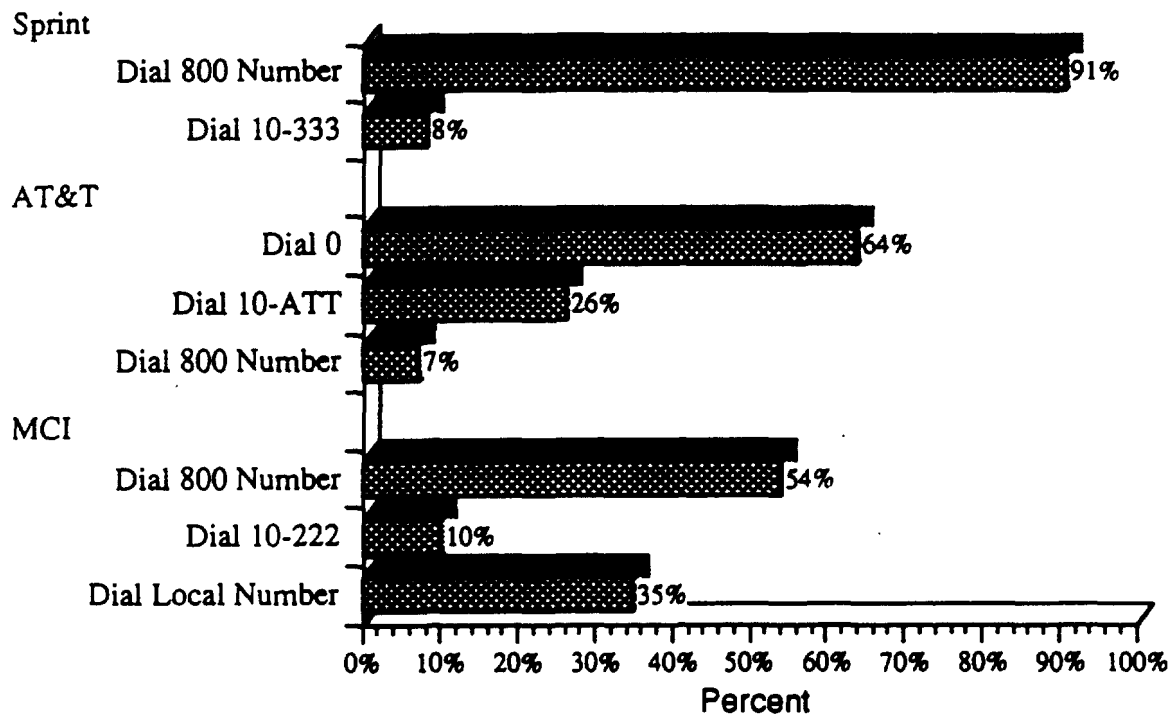
- Although AT&T was the top-rated card on the great majority of characteristics, its lead over Sprint and MCI was generally much **smaller** among Residential users as compared to Business users
 - There were, however, three areas where AT&T's lead was relatively **large**:
 - Requires Fewer Digits To Dial
 - Card Number Is Easy To Remember
 - Easy To Use When Calling A Foreign Country From The U.S.



Access

Method Used Most Often For Using Card To Access LD Network

- Combined -

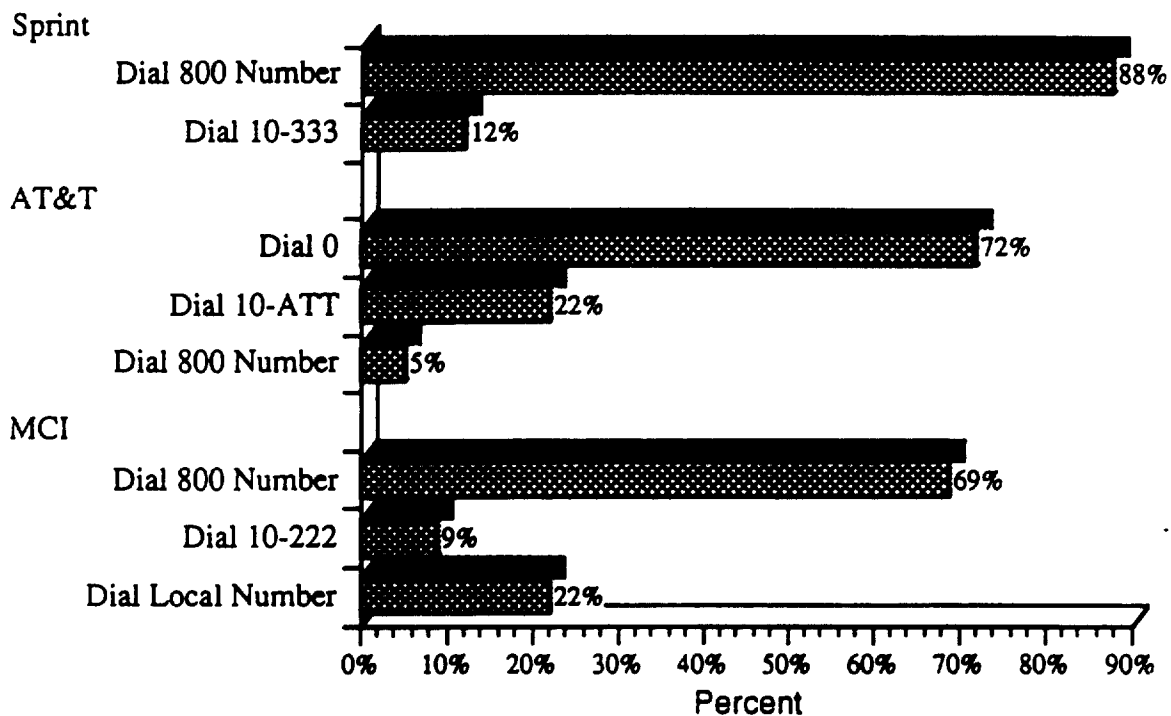




Access

Method Used Most Often For Using Card To Access LD Network

- Business -

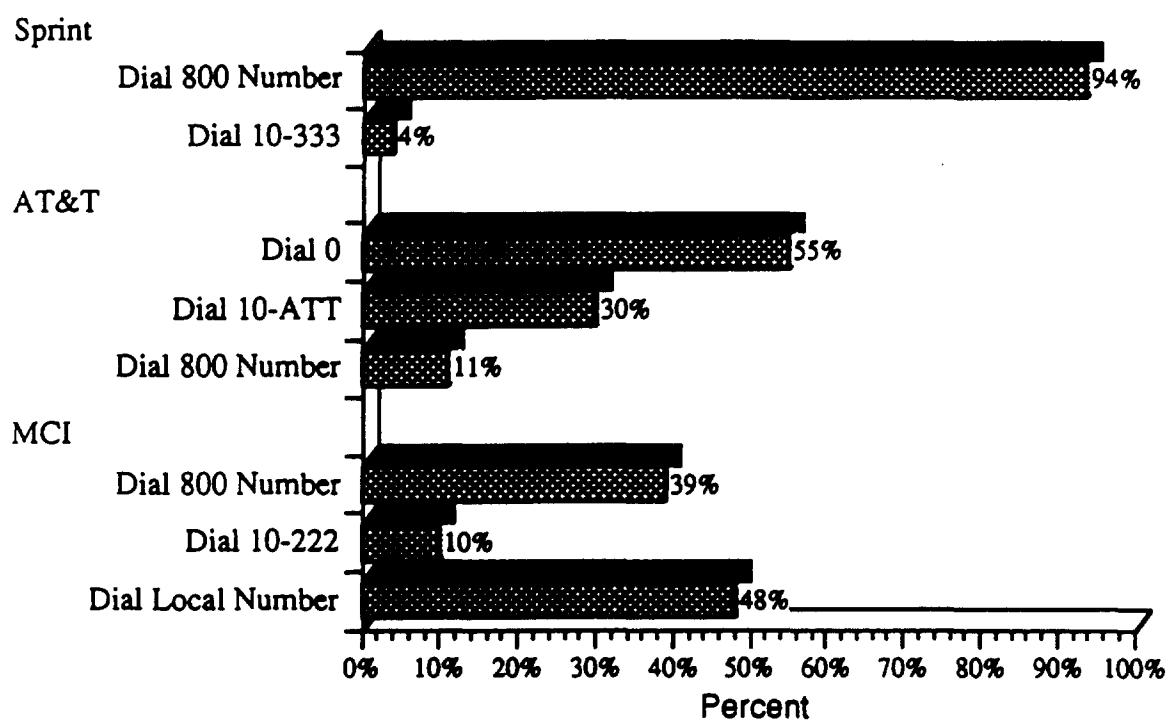




Access

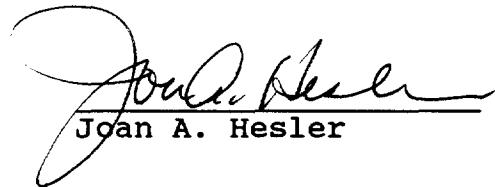
Method Used Most Often For Using Card To Access LD Network

- Residential -



CERTIFICATE OF SERVICE

I, Joan A. Hesler, hereby certify that on this 1st day of August, 1994, a true copy of the foregoing "**COMMENTS OF SPRINT CORPORATION**" in the matter of Billed Party Preference for 0+ InterLATA Calls, CC Docket No. 92-77, was served U.S. First Class Mail, Postage Prepaid, or Hand Delivered, upon each of the parties listed below.



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